

# Campfire - The Modern ERP for AI-First Finance Teams

## When You Want AI Doing the Work, Not Just Assisting With It

Most "AI-powered" finance platforms offer AI that answers questions, provides suggestions, or generates reports. Campfire offers something fundamentally different: AI that actually performs accounting tasks autonomously, with full audit trail and appropriate controls.

The difference between "AI-assisted" and "AI-performed" might sound semantic, but the operational impact is profound. One approach makes you slightly more efficient at manual work. The other approach eliminates entire categories of manual work completely.

## The Campfire Approach: Agentic AI With Audit-Ready Controls

**Tagline:** The Modern ERP for Modern Teams Built with AI-First Architecture

**Ideal Customer [6:06 - 6:45]:** Early-stage to growth-stage companies (\$5M-\$200M revenue) with complex usage-based pricing, high transaction volumes, and desire for AI performing agentic tasks who want public company-ready controls without Big 4 ERP costs.

**What Makes Them Unique [6:45-7:56]:** Campfire's Ember AI is a proprietary foundational model, what they call a "large accounting model", trained specifically on accounting tasks. This isn't ChatGPT with a finance wrapper. This is domain-specific AI built from the ground up for accounting workflows.

As John Glasgow (Campfire founder and former executive at Bill.com who saw the pain points in legacy ERPs) and Hank Sun, Solution Consultant, demonstrated during the Next Gen Solution Showcase, Ember performs agentic workflows: it doesn't just answer questions about your fixed assets, it audits your fixed assets against your technical memo, identifies violations, and prepares corrective journal entries.

Their AI-first database structure was designed post-ChatGPT with AI capabilities as the architectural foundation. Every journal entry, every custom dimension, every field can be parsed and understood by AI. This deep structural integration enables capabilities impossible in systems where AI is bolted onto legacy architecture.

The controls and auditability built into Ember address the number one concern about agentic AI: "how do I trust work I didn't do myself?" Every AI-generated journal entry includes full chat

context via shareable URL. Your auditors can see the original prompt, the follow-up questions, the raw source data analyzed, and the reasoning chain that led to the journal entry. Big Four auditors at PwC and Deloitte helped design these controls, this isn't theoretical auditability, it's production-ready for SOX compliance.

## The Capability That Changes Month-End Close

Campfire's automated accrual identification and journal entry preparation represents the future of period-end accounting.

Tell Ember: "We're trying to close October 2025. Can you help audit for missing accruals based on November 2025 vendor bills and state the reason for each missing accrual?"

Ember's workflow:

1. Finds all November AP transactions (raw source data provided for audit)
2. Analyzes historical patterns for each vendor to identify expected timing
3. Identifies missing October accruals based on November activity
4. Provides reasoning for each missing accrual recommendation
5. Prepares journal entries for your review and posting

The time savings are obvious. But the strategic impact is deeper: this level of analysis, looking at November activity to identify what should have been accrued in October, is something most teams only do when auditors ask about it. Ember does it proactively every month, catching issues before they become audit findings.

Similarly, Ember's flux analysis capability generates comprehensive variance explanations with specific vendor and customer details. The output isn't just "revenue increased \$50K", it's "revenue increased \$50K driven primarily by three new enterprise customers (Customer A: \$20K, Customer B: \$18K, Customer C: \$12K) while experiencing churn from two small accounts..."

## Real-World Impact: Scaling at Impossible Speed

**Replit's Hypergrowth Journey:**

*The Challenge:* Arguably the fastest-growing AI company ever, scaling from \$0 to \$200M revenue in just 8 months, growth that would break most financial systems.

*The Approach:* Choose Campfire as the only vendor able to handle extreme transaction volume without requiring data summarization or sacrificing transaction-level detail.

*The Transformation:* Maintained lean accounting team despite 8-month rocket ship to \$200M. Transaction-level detail available for Big Four audit scrutiny while preparing for IPO readiness.

*The Strategic Impact:* The CFO's fear in hypergrowth is always "will our systems become the bottleneck?" For Replit, the answer was definitively no. Financial infrastructure never constrained growth velocity. They could move as fast as the market opportunity allowed because Campfire scaled with them effortlessly.

### **Boom Aerospace's Modernization:**

*The Challenge:* Building actual airplanes (not software) with complex manufacturing workflows, needed to escape SAP's legacy architecture for modern platform flexibility.

*The Approach:* Migrated from SAP to Campfire seeking modern architecture with sophisticated PO workflows and manufacturing accounting capabilities.

*The Transformation:* Successfully replaced legacy enterprise system with a modern platform while gaining AI capabilities for accounting automation.

*The Strategic Impact:* Proved that Campfire serves more than just tech companies. Complex manufacturing operations with heavy procurement requirements can modernize without sacrificing sophistication. The diversity of Campfire's customer base, from AI companies to aerospace manufacturers to mortgage servicers, validates architectural flexibility.

## **Built by Finance Leaders Who Lived the Pain**

John Glasgow's journey from Invoice2Go's founder to VP at Bill.com to Campfire founder matters. He didn't build this from theory, he built it from experiencing the pain of inadequate systems firsthand. His partnership experience at Bill.com, working with thousands of finance teams on legacy ERPs, crystallized the opportunity for something fundamentally better.

That practitioner perspective shows everywhere: in the prepaid amortization automation that's actually usable, in the fixed asset module that handles complexities like capitalization thresholds and useful life variations, in the revenue recognition engine that handles usage-based pricing tiers with minimum commits and overages.

The boldness of the \$5 million ERP buyout fund isn't just marketing, it's confidence. Campfire will literally pay your termination fees to get you out of inadequate systems. That confidence comes from knowing the product works and delivers rapid ROI.

## **The Campfire Fit: When AI Should Work, Not Assist**

Campfire makes most sense for:

- **Complex Pricing Models:** Usage-based, tiered, minimum commits, overages requiring sophisticated automation

- **Agentic AI Believers:** Teams wanting AI to perform tasks autonomously, not just assist with them
- **High-Volume Transaction Detail:** Need transaction-level granularity despite extreme volumes
- **IPO-Track Companies:** Preparing for public company readiness with Big Four audit relationships
- **Implementation Speed:** Want sophisticated capabilities in 1-2 months, not 6-12 months
- **Sophisticated Integrations:** Need deep bidirectional sync with Ramp, Stripe, and other platforms

If you're a CFO who's evaluated "AI-powered" finance software and been disappointed by how little the AI actually does, Campfire represents a fundamentally different approach.

## Experience Campfire's Agentic Capabilities

The full Campfire demonstration from the Next Gen Solution Showcase (available at [benchmarkit.ai](https://benchmarkit.ai)) showcases Ember AI performing flux analysis, fixed asset audits, accrual identification, and journal entry preparation with full audit trail.

The future of finance isn't AI assisting humans with work. It's AI performing work that humans review and approve. Campfire is building that future today.